



Nathalie Nova

Graphic Designer

Profile

Super creative Graphic Design Professional with over a decade of experience in ideating concept innovation in both online and offline design products for market disruptors in the publishing world. In-depth knowledge of end-to-end design processes from conceptualization to commercialization. Self-taught HTML guru with certified credentials in CSS and Wordpress.

Employment History

Lead Graphic Designer at Blue Byrd Advertising, Platzberg

January 2018 — Present

Coordinated with professional baseball leagues to design brand new merchandising for the Superbowl season which was then deployed and sold at over 1000 stores in various states.

- Act as the Design Lead in video production processes of corporate films and online presentations
- Approve all creative imaging to be used in company brochures and corporate identity materials
- Train junior designers on color correction, lighting, and editing of promotional videos
- Prepare detailed artwork and graphics from content and images provided by photographers, copywriters, and graphic artists
- Oversee the visual expression and continuity of clients' individual brands
- Negotiate service level agreements, time-frames, and pricing with prospective clients
- Pitch up to four proof of concept ideas per every design project
- Manage a creative team of designers, copywriters and animation specialists
- Overseeing projects from conception to execution ensuring adequate quality control measures are in place

Senior Graphic Designer at Encapsulate Insurance, San Diego

January 2015 — December 2017

Designed an innovative art-proofing system which increased production quality to almost 100% thereby increasing customer satisfaction reviews to 97.5%.

- Produce original graphic design work for online social media platforms
- Create brand images and visuals according to client specifications
- Take draft designs from interns and turn them into proof of concept proposals for final client approval
- Liaise with multiple stakeholders to generate new logos and branding items
- Design graphic art and promotional materials to be used at trade shows and exhibitions

Details

1515 Pacific Ave, Los Angeles, CA 90291, United States, (541) 754-3010

email@email.com

Place of birth

San Antonio

Nationality

American

Driving license

Full

Links

[visualize.me](#)

[Instagram](#)

[WordPress](#)

[Pinterest](#)

Skills

UI/UX Design

HTML

InDesign

Adobe CS

Photoshop

Dreamweaver

Java Script

Adobe Creative Suite

Wacom Bamboo

Esthetic Design Concepts

Video Production

Layout Principles

Product Packaging Design

App design

Web design

- Integrate design work to be used in online and offline marketing campaigns for brand awareness activities
- Pitch design concepts and ideas to clients
- Facilitate multiple publishing projects and commission illustrators and photographers required to complete these undertakings
- Design trade-marks, leaflets, outdoor banners and logos for corporate gifts
- Provide graphical support for content writers to be used in blogs, vlogs, websites, and social media sites

Junior Graphic Designer at Indigo Graphic Design Consultants, San Francisco

January 2014 — December 2014

Recipient of the 2017 Shopify Ecommerce Design accolade for junior graphic design professionals.

- Collaborate with senior designers to conceptualize and generate product advertisements and promotional materials for printed ads, digital marketing campaigns, brochures and flyers
- Ideate unique visual displays and artwork for conferences, trade shows, and exhibitions
- Create infographic content for bi-monthly newsletters including all copywriting and imaging
- Provide concept designs for landing pages and websites for approval by senior designer
- Conduct preliminary customer needs analysis to gain a comprehensive understanding of their brand as to suggest color schemes, styles photographic images and animation formats

Exhibition Design

Motion Graphics

Graphic Intervention

Screen-Based Media

Languages

English, Dutch, German

Education

Hootsuite Certified Professional, Hootsuite Media, Albany

July 2018 — July 2018

Adobe CS5 Certified,, Massachusetts Institute of Technology (MIT), Open Course Ware

May 2016 — December 2016

Bachelor of Arts in Graphic Design, University of Southern California, Los Angeles

January 2012 — July 2014

Adobe Certified Expert, Adobe Academy, Online

January 2013 — July 2013

Course Topics: Illustrator & Photoshop

Courses

Advanced Course in Digital Graphic Design, University of Delaware

May 2019 — July 2019

Cinema 4D Master (C4D), ADMEC Multimedia Institute

May 2016 — July 2016

Storytelling for Business, Udemy

January 2013 — August 2013